



WELSH PUBLISHING GRANTS  
GUIDELINES AND CONDITIONS

**REPRINTS**

**A GUIDELINES**

**1 OBJECTIVES AND BACKGROUND**

The priority of the Book Council's grants is to provide a good variety of new and standard books to a wide audience of Welsh readers. The aim of the reprint grant is to offer support to publishers to reprint books for which it can be clearly demonstrated that there is a reason for doing so.

**2 ELIGIBILITY**

***Who may apply?***

The scheme is open to publishers who are eligible to receive Books Council of Wales publishing grants. However, a reprint of a book that has already received a grant within the previous year cannot be supported. Grants cannot be given to reprint books originally published without the support of the Books Council of Wales.

Publishers who receive a publication grant are expected to keep books in print for at least one year after publication and cannot be considered for a reprint grant before the end of that year.

In general, books published with a publication grant since 2020 should be available as e-books and if there is no e-book but suitable files are available, providing an e-book should always be a priority.

However, the Council is willing to accept applications for grants to support reprints when it can be clearly demonstrated that there is a case for doing so.

**3 THE GRANT**

This grant is offered for reprints only (see 'Definitions' below).

All of grants are awarded by the Council's Publishing Development Sub-Committee through a competitive application process. Staff from other Council departments will have the opportunity to express an opinion on the proposed reprints during the process.

**4 DEFINITIONS**

**Reprint**

In this context the Council considers reprinting to mean printing an additional run of a book which will be identical to the previous runs apart from the publication details. The



content, with the possible exception of some minor corrections, will be identical and should display the same ISBN. Reprints cannot be included in the publisher's publication programmes.

### **New Edition**

In this context the Council considers a new edition to mean a new print run of a book that has already been published but with significant changes, updates, introduction, format, cover or new design that will display a new ISBN. This should be discussed with the Publishing Development Department, but new editions can be considered on the publishers publishing programmes. This grant does not fund new editions.

## **5 PRIORITIES AND CRITERIA FOR EVALUATING APPLICATIONS**

A brief case should be presented for the books that are selected for reprint and the case should include evidence that the previous print runs have been reasonable and sufficient to the expectations at the time and that there is a continuing demand for the book in paper format, but that financial support is needed to publish the book.

A cultural or educational case can also be made for reprinting; that there is a cultural importance to seeing the title in print rather than in digital format, that having a physical book is essential to the reading experience, or that the content does not display appropriately on a screen.

The publisher is expected to market the reprint afresh so that it reaches a wide audience and not just the individuals who are waiting for it.

Applications are also evaluated according to the following criteria:

- sufficient print-run
- lifetime sales of the book, and sales since the last reprint
- sales forecasts over the two years after reprinting;
- selling price
- cost of reprint
- the intended audience and the promotional plans
- the gap that would be in the market without the reprint

## **6 APPLICATION PROCEDURE AND TIMETABLE**

- Considering the above, any publisher is welcome to submit a list of titles they wish to reprint to the Publishing Development Department for the Sub-Committee meeting held in March. This can be done by filling in a simple form found via the address at the end of this document. The deadline for submitting applications for reprints each year is mid-February.
- Publishers' applications will be submitted for funding from the Individual Book Budget and compete for priority.



- Applications must be made on the application form, which can be obtained from the address at the end of this document.
- If the publishers apply to reprint more than one title, the list should be submitted in order of priority.
- There will be keen competition for these grants: it is important, therefore, that each applicant argues his case in the fullest possible way.

## 7 AWARDING OF GRANTS

The Publication Development Sub-Committee can award a full grant or choose to contribute to the costs for the reprint.

If a grant is offered, it will be done in accordance with the general conditions, as well as any special conditions determined in the case of an individual application. **All publishers are expected to undertake to accept these conditions when submitting an application.**

## 8 PAYMENT OF GRANTS

No grant can be paid before publication. The grant should be claimed by completing the form which can be obtained from the address at the end of this document and submitting the relevant invoices. The Publishing Development Department will order a copy of the publication from the publisher's stock at the Distribution Centre.

## 9 MONITORING AND EVALUATION OF WORK FUNDED

The Books Council of Wales will request sales figures three times for each book supported by the Publishing Grant. The Books Council request sales figures for each funded title after it has been in print for up to 6 months, 18 months and three years. These figures will be requested annually in September.

## B GENERAL CONDITIONS

- 1 The offer of grant is made on the basis of the information contained in the application and in any supplementary correspondence.
- 2 The grant recipient shall comply with any additional conditions and scheme requirements specified in the formal offer of grant or in any covering letter.
- 3 The Books Council reserves the right to request proof of any external payment from the publisher, e.g. an invoice for printing overseas, payments for illustrations, etc.
- 4 If the purposes for which the grant has been offered are not fulfilled in due time, or if the relevant conditions have not been complied with, the Books Council of Wales (through the publisher) may require the recipient to return all or part of any grant which may have been paid.



- 5 The grant is offered for the book(s) agreed between the publisher and the Council before the start of the financial year. The publisher must notify the Council in advance, by letter or email, of any unavoidable changes. It is agreed to exchange titles in exceptional circumstances, but a higher grant cannot be awarded if the costs are higher as a result.
- 6 Reprints cannot be included on the publisher's publication programmes.
- 7 All books that receive grant aid are required to display a 13-digit ISBN number and a barcode on its cover; in the case of reprints the ISBN number will be the same as the book originally published.
- 8 All reprints must clearly indicate the year of publication of the reprint.
- 9 The Publishing Development Department can claim up to four copies of the book from the publisher's stock at the Distribution Centre for evaluation purposes.
- 10 All books which are in receipt of a grant are required to be available through the Distribution Centre and on the Books Council of Wales's terms. The books should be available to retailers on the usual commercial terms (i.e. a minimum discount of 33.3%) unless otherwise agreed.
- 11 Grant-aided books must be delivered to the Books Council of Wales's Distribution Centre before or at the same time as they are available by other means to any distributor or retailer and are released for sale at the same time by the publisher and the Distribution Centre.
- 12 All grant-aided books should be in print and continuously available in the Books Council of Wales's Distribution Centre for at least one year after publication/reprint. If a reprint goes out of print within a year, and the publisher is unwilling to reprint, the Council will be able to claim a refund of up to £1,000 per book. (International co-editions and seasonal specific books, such as some Christmas books, are excluded.)
- 13 All publishers must provide sales figures for each title for a period of at least three years from the date of reprint.
- 14 The publisher on his own behalf (and others) covenants with the Books Council of Wales and their successors in title that he the Publisher will at all times hereafter save from harm and keep indemnified the Books Council of Wales from all proceedings costs claims and demands in respect of any act that might result in the breach of any law.
- 15 A book aimed at Welsh learners in receipt of a Books Council grant is expected to comply with the language standards of the National Centre for Learning Welsh. Therefore, the books have to go through the Books Council Editorial Team to be edited to those standards, as well as proofreading. By going through this process the book will be able to be branded as part of the Amdani series and promoted through the Centre's



network. The publisher should consult the Books Council's Design Team to ensure that the design complies with the series.

- 16 All original books in receipt of Books Council grants are also expected to be published as an e-book, and placed on [ffolio.cymru](http://ffolio.cymru) at the same time as the paper publication or within a maximum of six months.

**Application forms and further advice may be obtained from:**

**Dr Lynne Williams**  
**Publishing Development Department**  
**Books Council of Wales**  
**Castell Brychan**  
**Aberystwyth**  
**Ceredigion, SY23 2JB**  
**Tel: 01970 629554**  
**e-mail: [grantiau.cymraeg@llyfrau.cymru](mailto:grantiau.cymraeg@llyfrau.cymru)**

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